



CALL FOR SPEAKERS FAQs

OCTOBER 4-6, 2017 • THE WESTIN LOMBARD YORKTOWN CENTER • LOMBARD, ILLINOIS

BENEFITS OF PRESENTING AT THE 2017 NRWA CONFERENCE

- Enhance your visibility and reputation in the résumé writing industry.
- Continue The NRWA's signature reputation of excellence in résumé writing, education, and awareness.
- Gain a greater appreciation of your own expertise as you prepare your presentation.
- Possible monetary and travel-related benefits and/or complimentary conference registration.

YOUR AUDIENCE

The NRWA is the only nonprofit, member-driven résumé writers' organization in the world. The mission of The NRWA is to increase the visibility of the industry, encourage ethical practices, promote excellence, and raise industry standards through peer marketing and training. The NRWA's Certification Commission awards the highly sought-after Nationally Certified Résumé Writer (NCRW) credential to résumé writers who demonstrate basic résumé knowledge, writing, and strategy. Attendees include:

- Professional and Certified Résumé Writers (with a wide variety of specialties)
- Career Coaches
- University Career Services Professionals
- Workforce Development Center Professionals
- Military Career Transition Center Professionals

WHAT TO CONSIDER IN SELECTING YOUR TOPIC

In deciding upon your presentation topic, remember that conference attendees are particularly interested in ideas that they can readily implement in their businesses. Consider the following ideas:

- A new twist or perspective on a familiar topic
- A "heads-up" on how critical areas of the industry are changing or are about to change
- "How-to" information in an area for which you are known
- An aspect of the industry – business operations or writing – that you feel are problem areas or obstacles

TOPICS TO CONSIDER

The following ideas were selected from The NRWA post- and pre-conference surveys and reflect topics of immediate interest to 2016 conference attendees. This is not a list of topics from which you must choose; it is provided to assist and inspire you as you consider topics and develop your presentation content.

Business Operations

- Starting, running, or building a small business; business development and expansion; business liability (liability insurance, client contracts, loss prevention); continuity planning; streamlining processes; payment/delivery options and procedures
- How to reach/build relationships with employers, recruiters, career services departments, providers and/or agencies
- The financial side of running a business (banking, point of sale/online payments, subscriptions)
- Client intake processes, questionnaires, assessments; how to gather meaningful information from clients
- Additional services/revenue streams – what works, what doesn't, and how to implement them; passive-income opportunities

Job Search

- Connecting and developing relationships with HR/hiring authorities
- How to deliver interview prep/mock interviews; live mock interview sessions for interactive critique/discussion
- How to help clients navigate the job-search process
- Hiring sources, i.e., outsourcing, temporary hiring through agencies, temp/contract freelancing
- How to use social media, other than LinkedIn, in the job search
- *For clients:* how to use LinkedIn, Twitter, Facebook, and/or other social media platforms to get attention
- *For résumé writers:* how to use social media to attract business

Sales & Marketing

- Sales techniques; streamlining the process, from initial inquiry to successful close; online transactions
- Trends in social media; how to leverage social media marketing
- Professional and personal branding

Social Media

- LinkedIn profile writing; the mechanics of LinkedIn (actively take the audience through the mechanics of LinkedIn with a live screen); LinkedIn optimization
- What LinkedIn profile writers should know about how employers use LinkedIn
- Technical aspects of LinkedIn/2017 changes
- Business uses for Twitter, Snapchat, Instagram, etc.

Subcontracting

- Hiring and working with subcontractors, including compensation structures
- Legalities/insurance and business structure for subcontractors

Technology

- Web design, SEO
- MS Word formatting
- Technology for streamlining processes and increasing efficiency
- Mobile résumés/online portfolios

Writing

- Résumés for specific occupations, client demographics, or industries (executive, IT, engineering, scientific, CV/academic, military/federal, retired/older workers, incarcerated/ex-offenders, students)
- Presentations specifically designed for advanced or beginning writers
- Writing complete packages: résumés, cover letters, professional/executive biographies, LinkedIn profiles
- Streamlining the writing process for faster writing without losing quality
- ATS update; writing for both ATS and recruiters; ATS-friendly designs
- 30-60-90 day plans – why, when and how to write them

PRESENTATION FORMATS TO CONSIDER

- **Preconference workshops:** Highly participatory, in-depth exploration of your chosen topic. Length: 2+ hours in a General Session.
- **Individual (traditional) presentations:** General sessions, breakout groups or Town Hall settings.
- **Co-presenting:** Topics that enable you and a colleague to share different perspectives and expand audience knowledge.
- **Case studies:** Client scenarios that illustrate the human side of what we do.
- **Hands-on applications:** Presentations that engage the audience in performing a task/exercise.
- **Panel discussions:** Assembly of “experts” sharing information/answering questions about a specific topic.
- **Town Hall:** Traditional or colleague-to colleague interactive discussion in a small, informal setting that focuses on a few critical/key issues of immediate concern to the audience.

HOW PROPOSALS ARE SELECTED

Proposals are reviewed and selected by The NRWA Conference Committee. The NRWA Certification Chair will also review presentations that specifically pertain to résumé writing.

TIMELINE FOR SUBMISSIONS AND FINALIZATION

Please note: Because the proposal review and proofing process is time-consuming, it is critical that you meet the deadlines below. Documents received after the dates specified cannot be included in conference materials and will not be available to attendees unless you provide them at the time of the event.

March 6 - Call for Speakers due

March 30 - Signed contracts due

June 1 - Sample slides and handouts due

June 15 - Presentations and handouts due

October 4-6 - The NRWA Conference 2017

CONFERENCE CONTACTS

General Conference Questions

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